

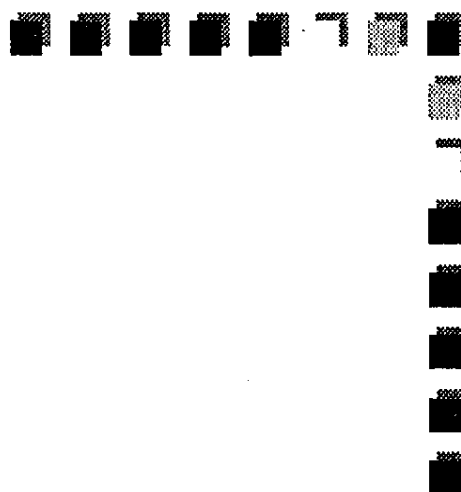


Volume/Share Data

Cigarette Category

Confidential

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AMERADA HESS AGENDA
OCTOBER 28, 1997

- Volume/Share Review
- Merchandising Discussion
 - New Promotional Unit
 - CTS (Ramsey Store)
 - 1998 New Stores
 - Jim Perry - Project Leader
 - Legislative N/S/S
 - New World Merchandising
- 1998 Strategic Plan Development
 - Display Timetable
 - Advertising Timetable
 - \$1.50 Carton Test
 - Camel O-Zone
- Working Lunch
- Direct Marketing
- Legislative Update
- New World Merchandising
- POS/PDI
- Forsyth Contract
- Forsyth Accrual & Billing
- 99¢ Florida Price - Can Go To \$1.09
- Salem Snipe
- Price Execution
- 1998 Discounting Plan
- New Pricing Model
- Steve Zitta/Lori O'Connor - Project Leaders

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10/28/97

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SHIPMENTS

Total US	
MSA Volume (12M)	PL.BW
JUL 96	186,058
AUG 96	192,348
SEP 96	176,739
OCT 96	178,468
NOV 96	165,067
DEC 96	194,981
JAN 97	139,215
FEB 97	134,546
MAR 97	156,809
APR 97	138,318
MAY 97	157,289
JUN 97	156,154
JUL 97	153,013
AUG 97	141,115
SEP 97	136,485

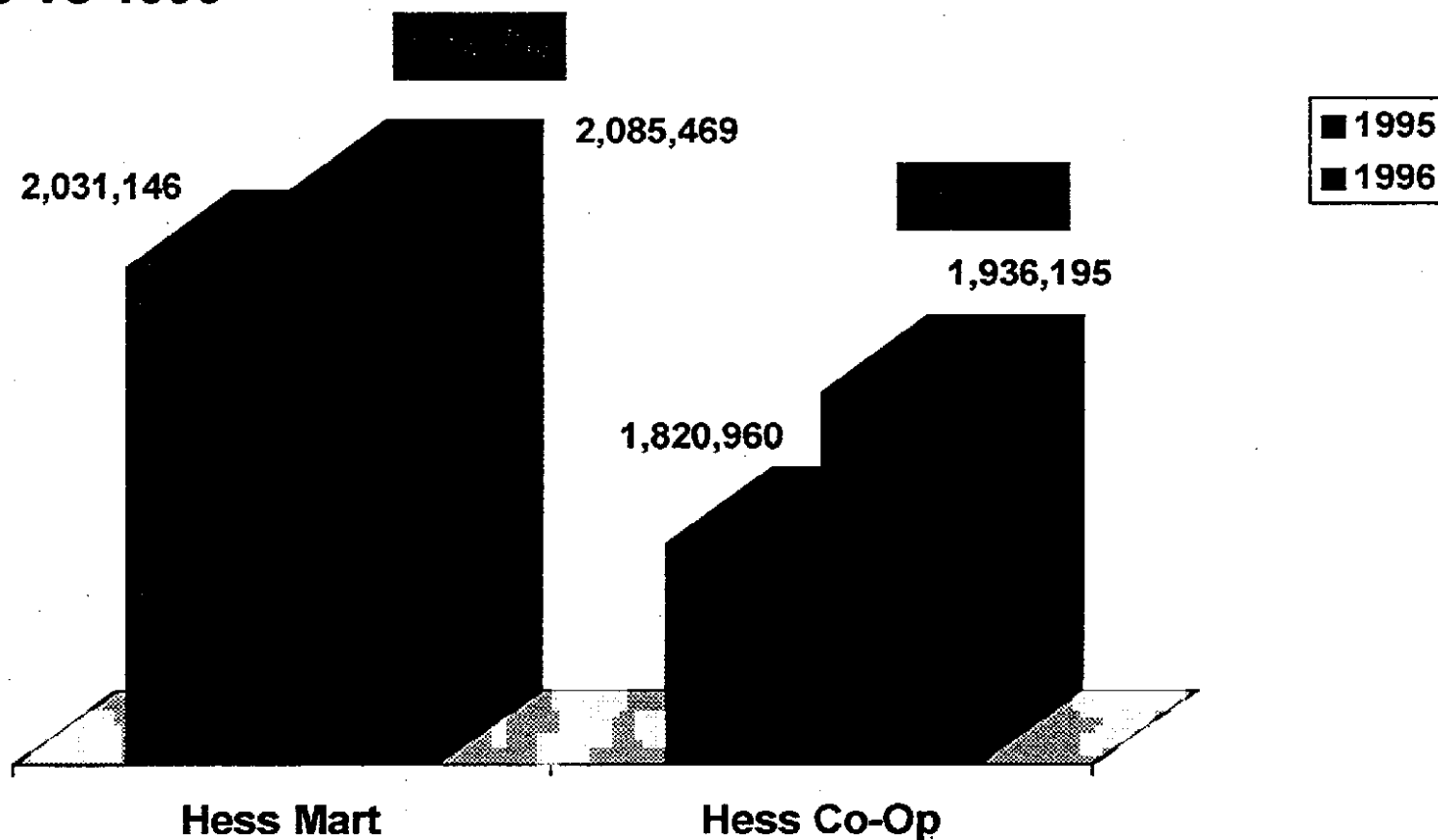
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Contents

- Category Performance 1995 Vs 1996
- Category Performance 1996 Vs 1997 (year to date)
- Manufacturer Share Performance
- Signature
- Pick Kwik

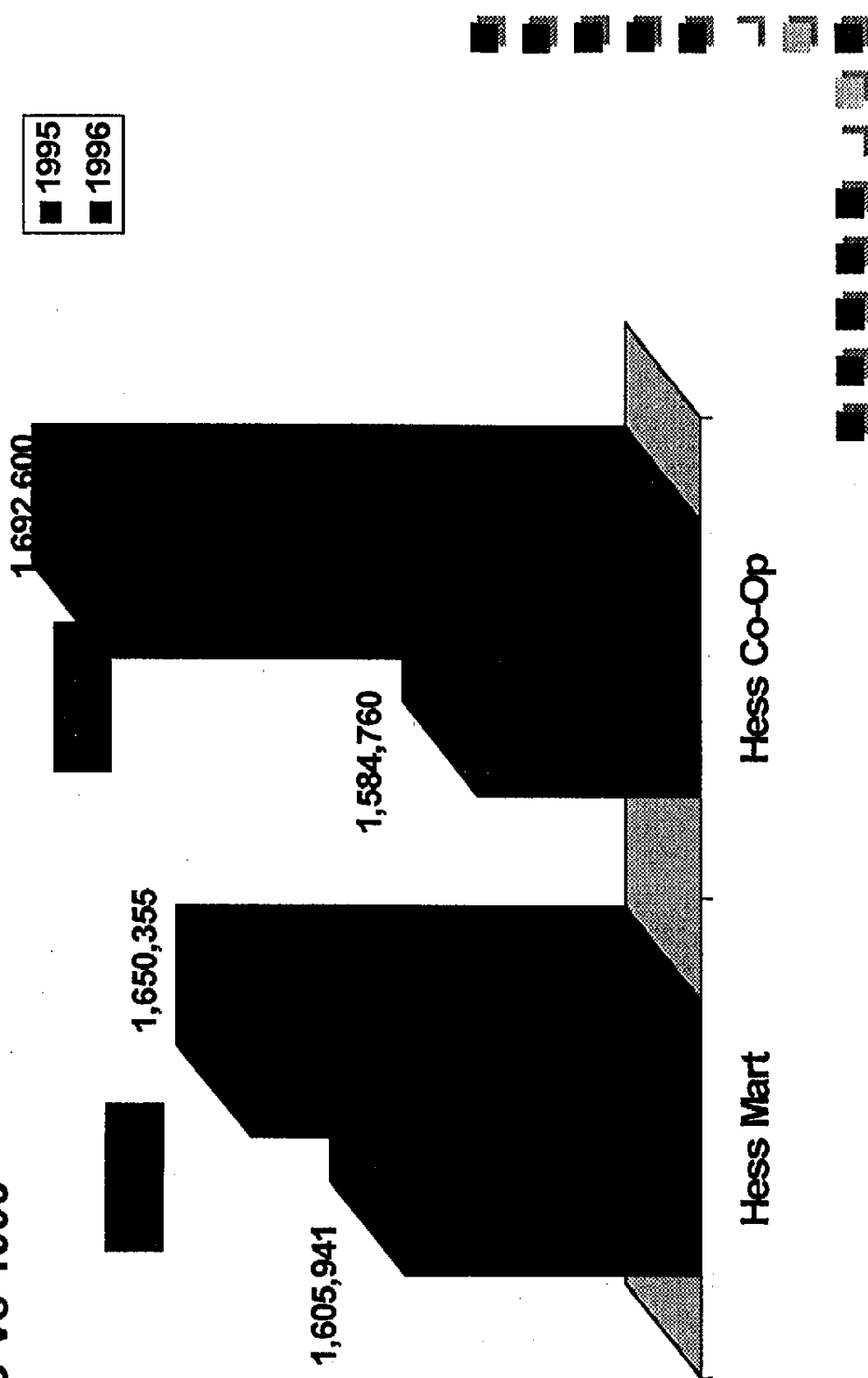
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Amerada Hess Corporation Carton Volume Comparison - Total Category 1995 Vs 1996



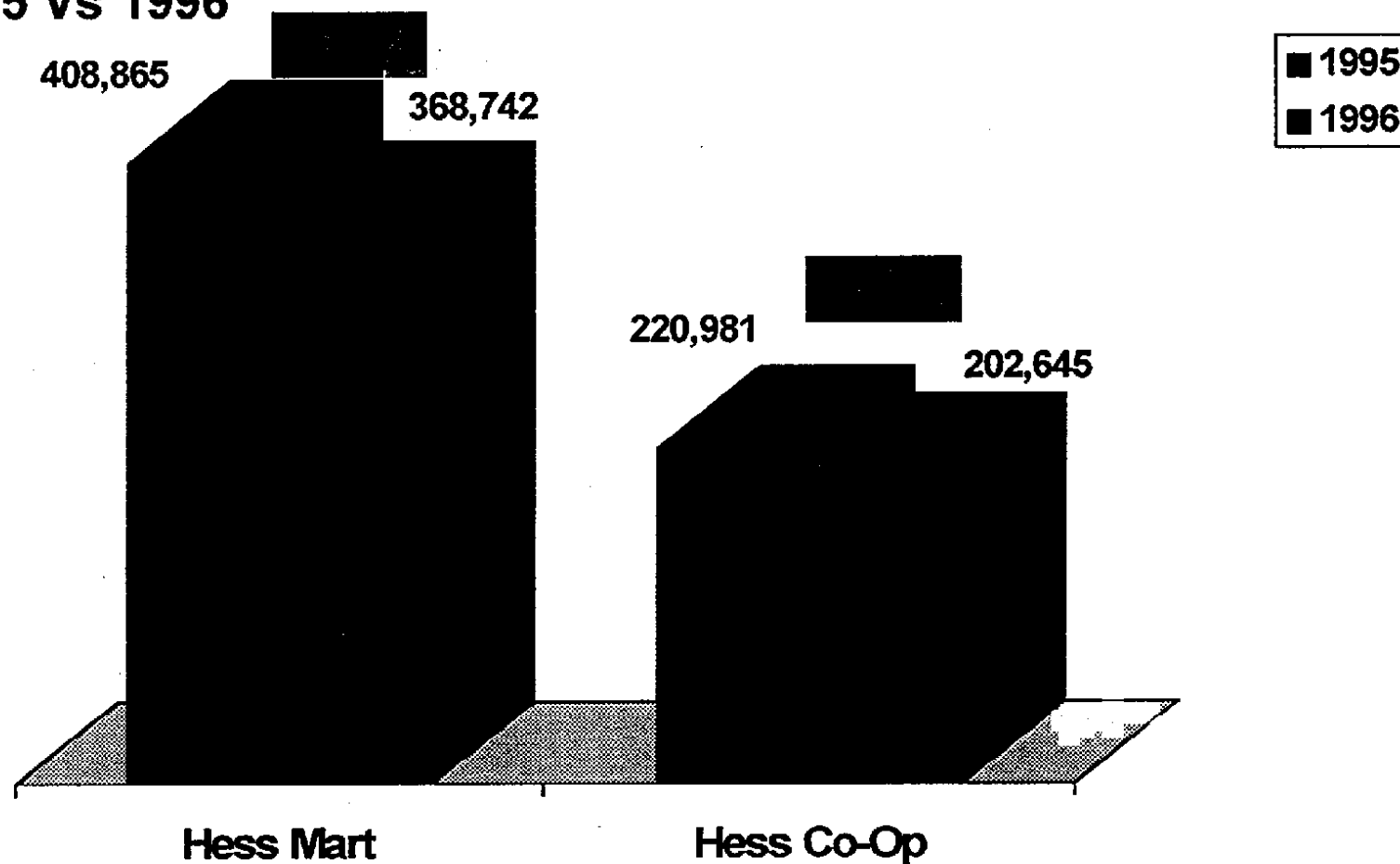
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Amerada Hess Corporation Carton Volume Comparison - Full Priced 1995 Vs 1996



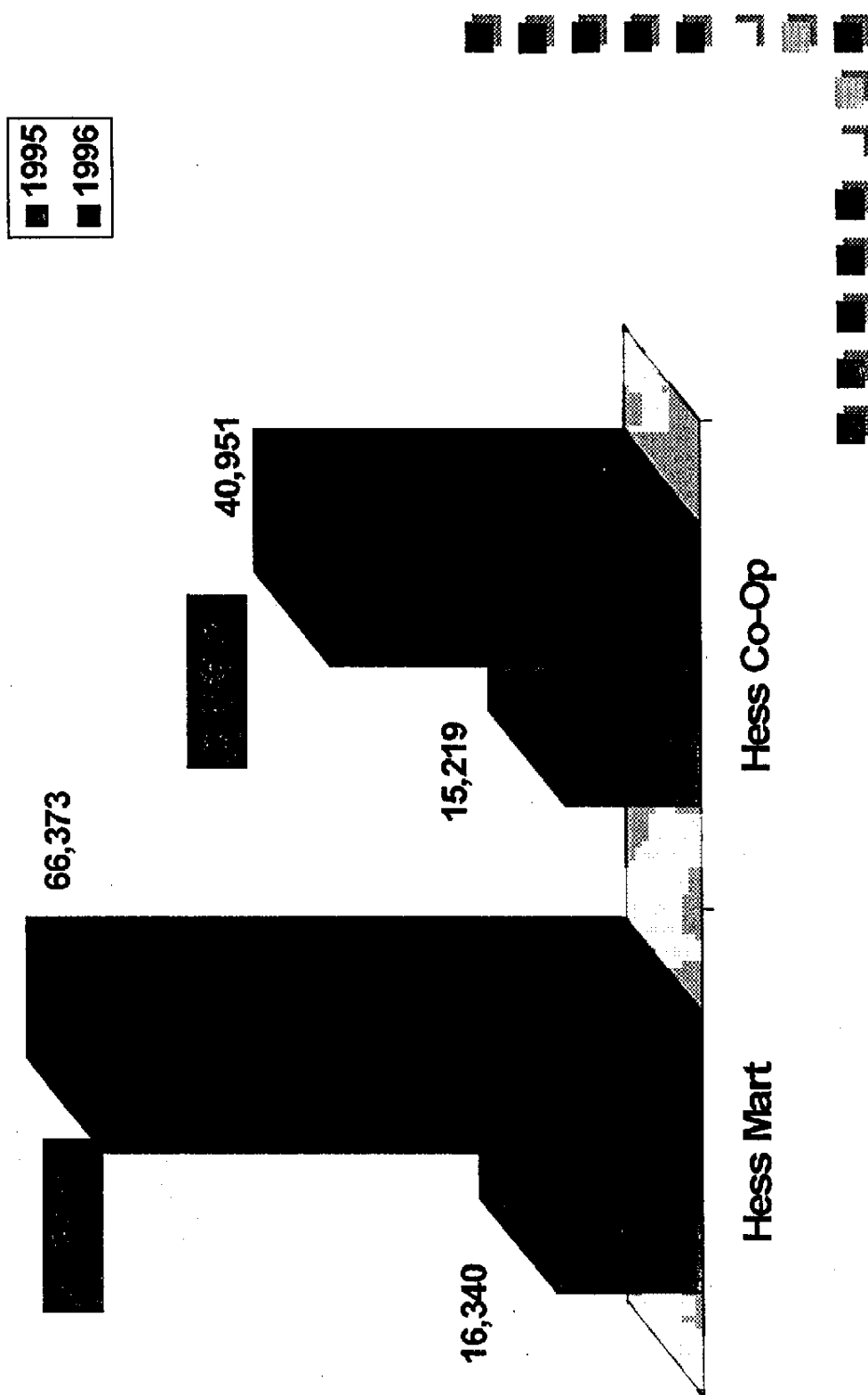
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Amerada Hess Corporation
Carton Volume Comparison - Savings
1995 Vs 1996



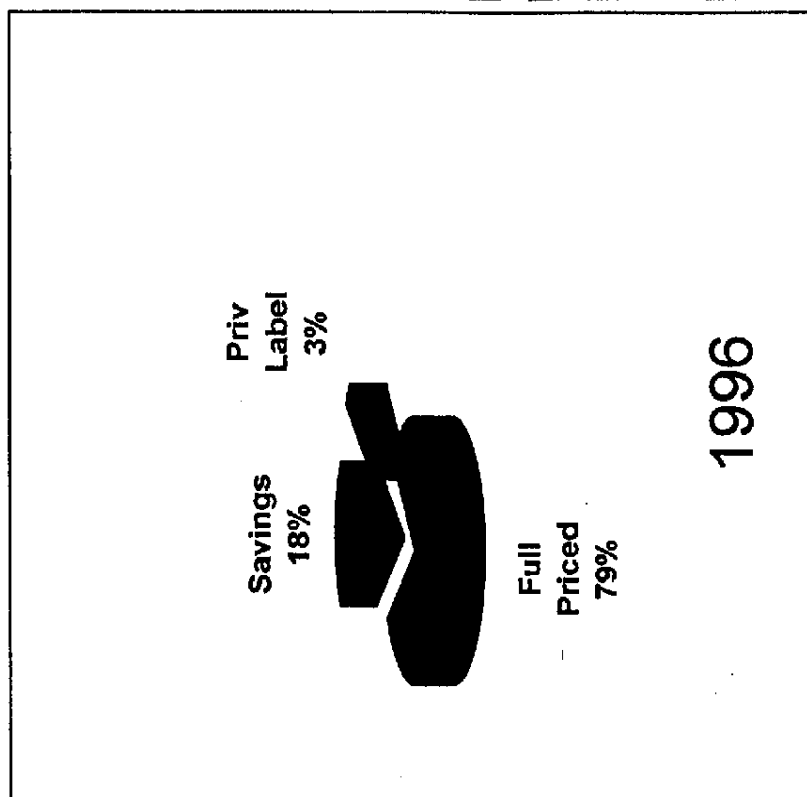
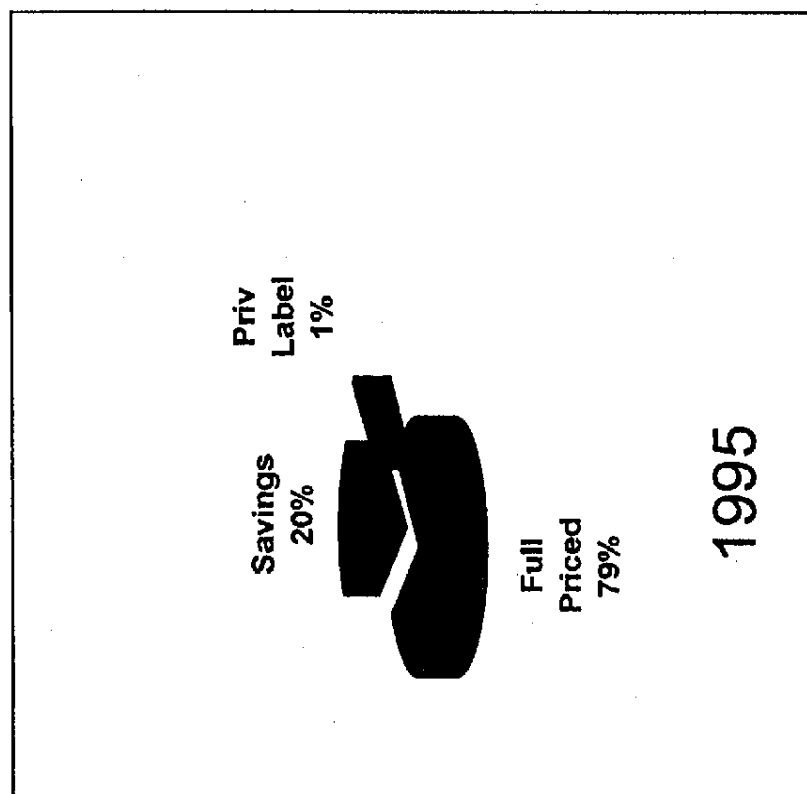
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Amerada Hess Corporation Carton Volume Comparison- Private Label 1995 Vs 1996



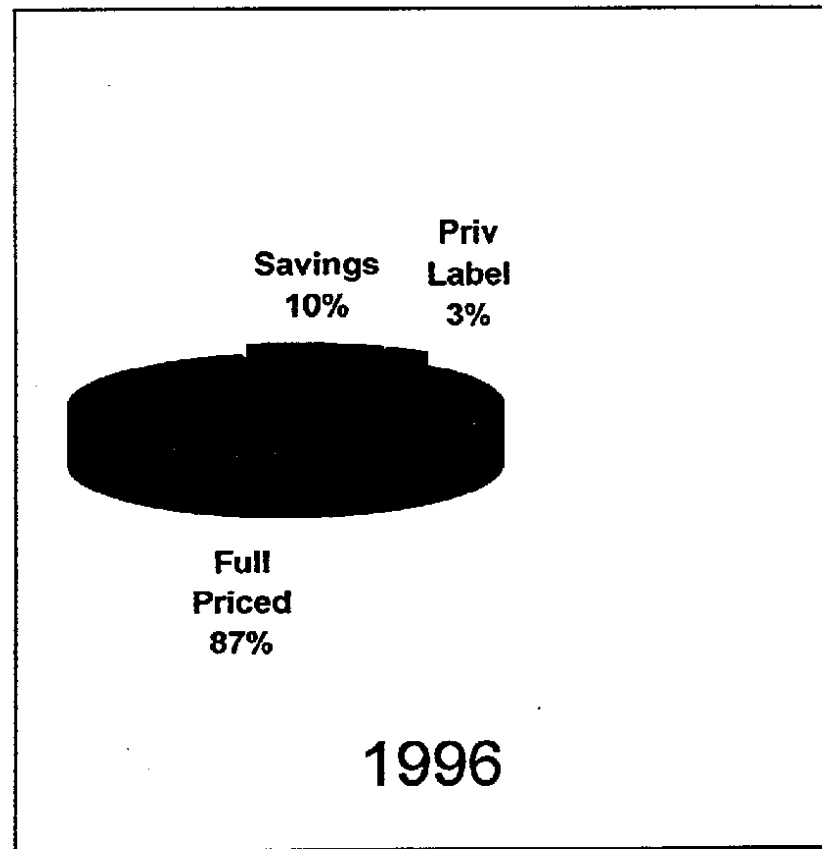
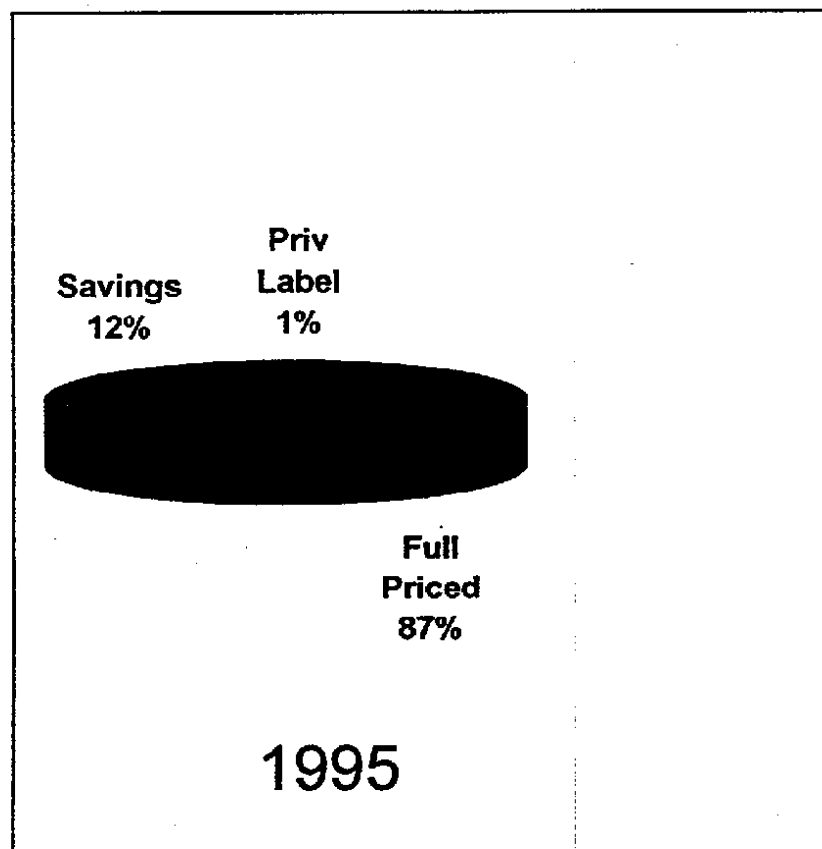
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Hess Mart Price Segment Comparison 1995 Vs 1996



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Hess Co-Op
Price Segment Comparison
1995 Vs 1996

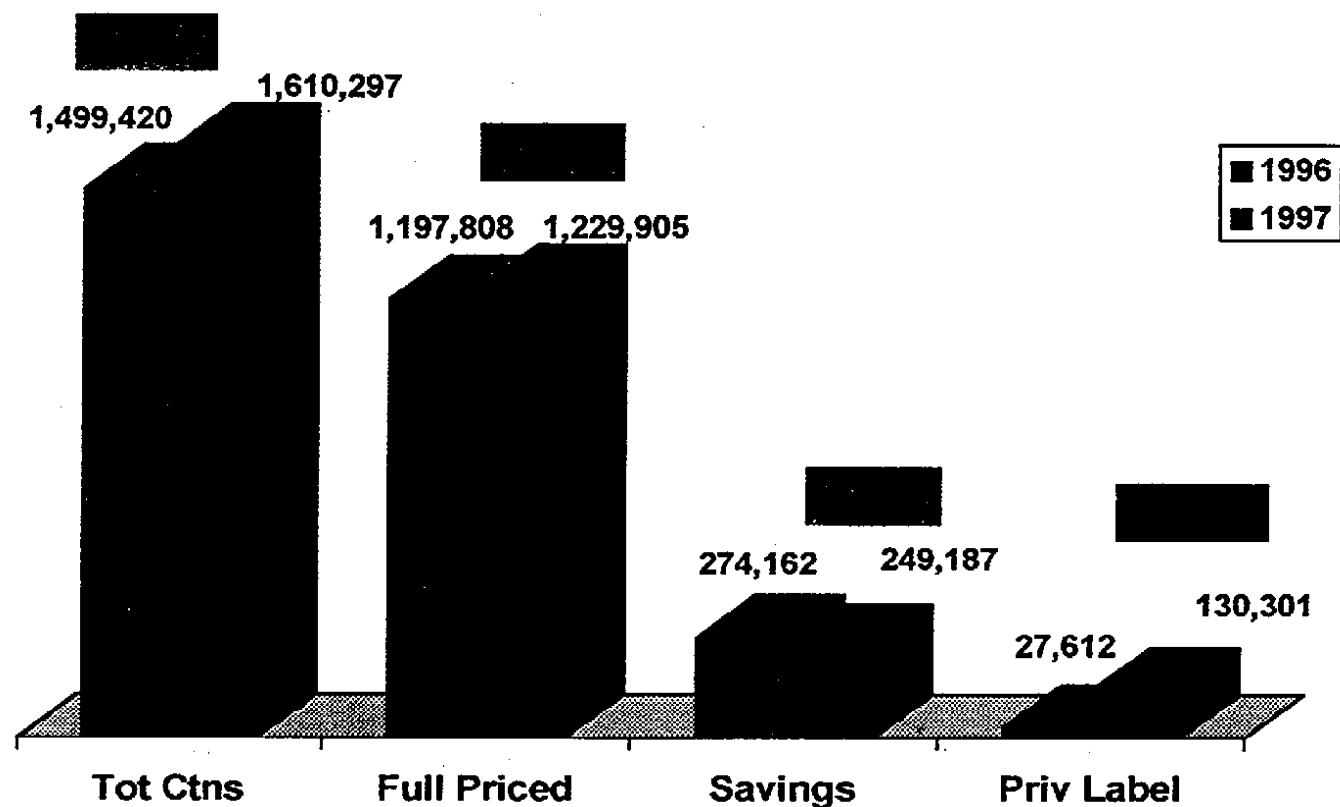


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Hess Mart

Volume Performance Comparison

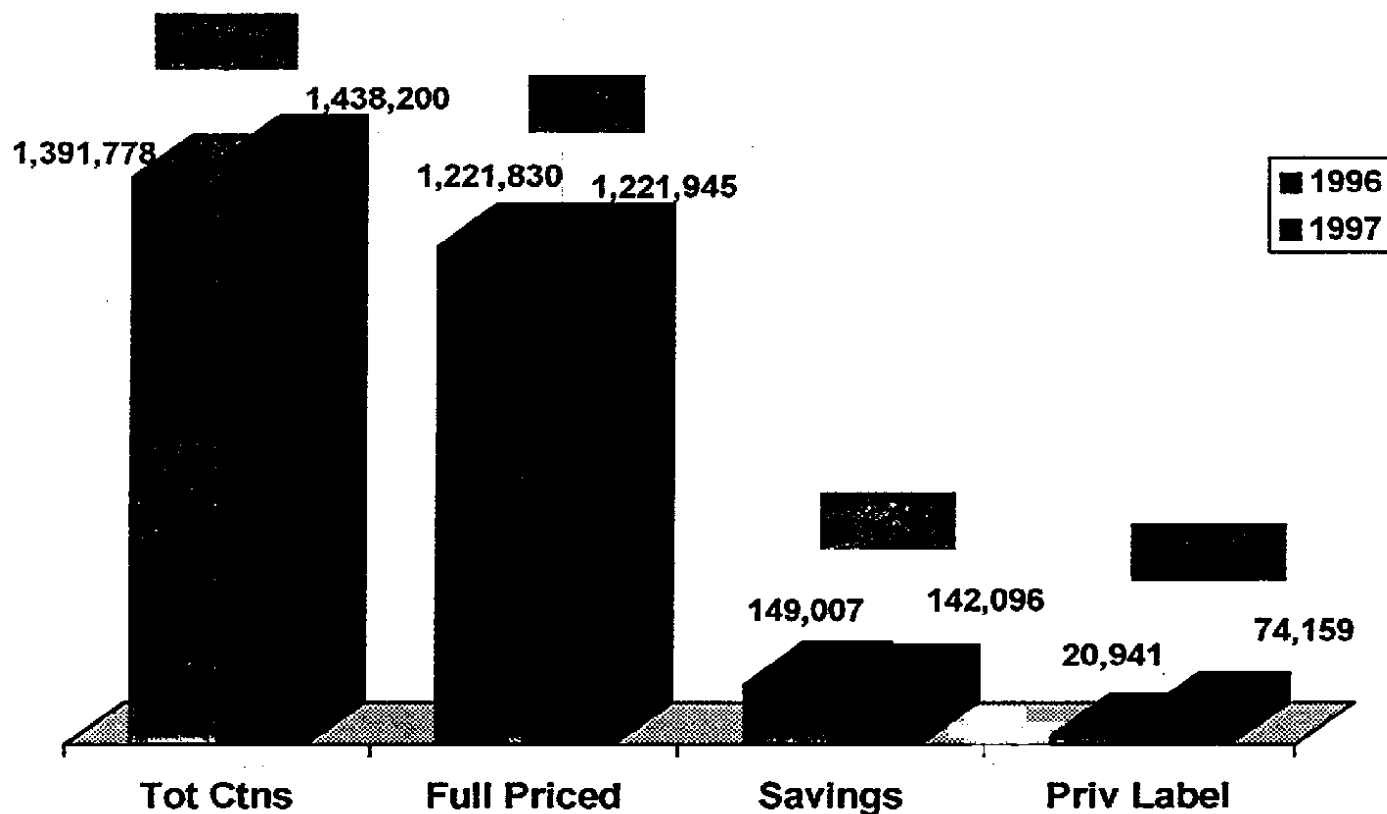
1996 Vs 1997 (through September)



Note: Number Stores 1996 153
 1997 151 (reported on AIM)

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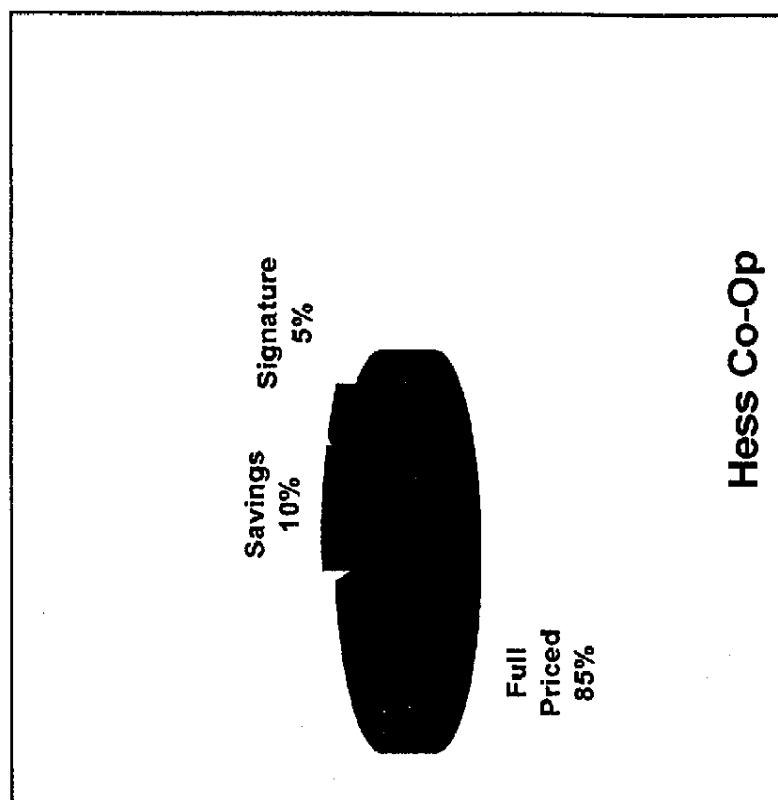
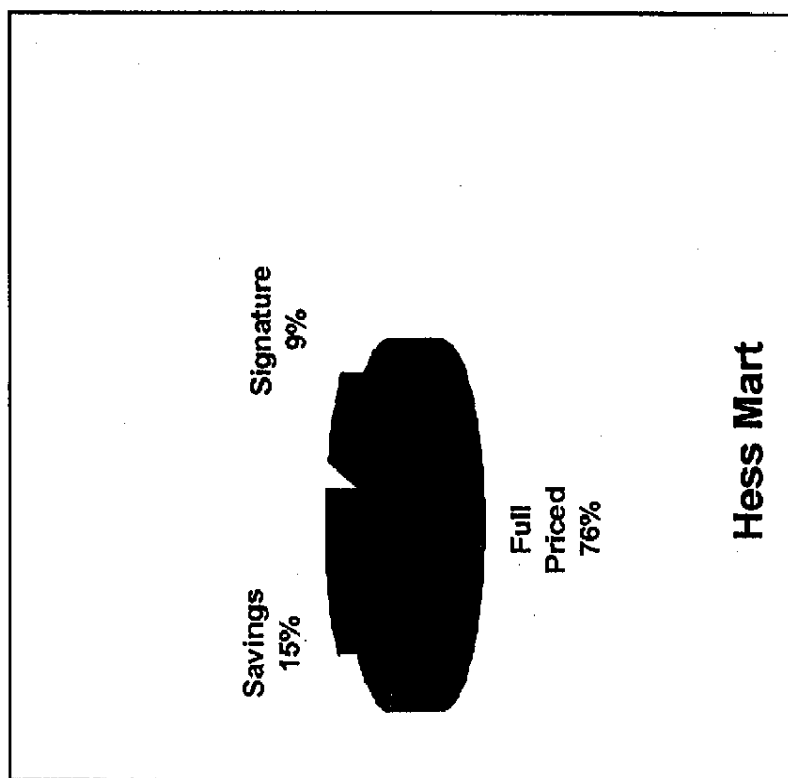
Hess Co-Op Volume Performance Comparison 1996 Vs 1997 (through September)



Note: Number Stores 1996- 301
1997- 281 (reported on AIM)

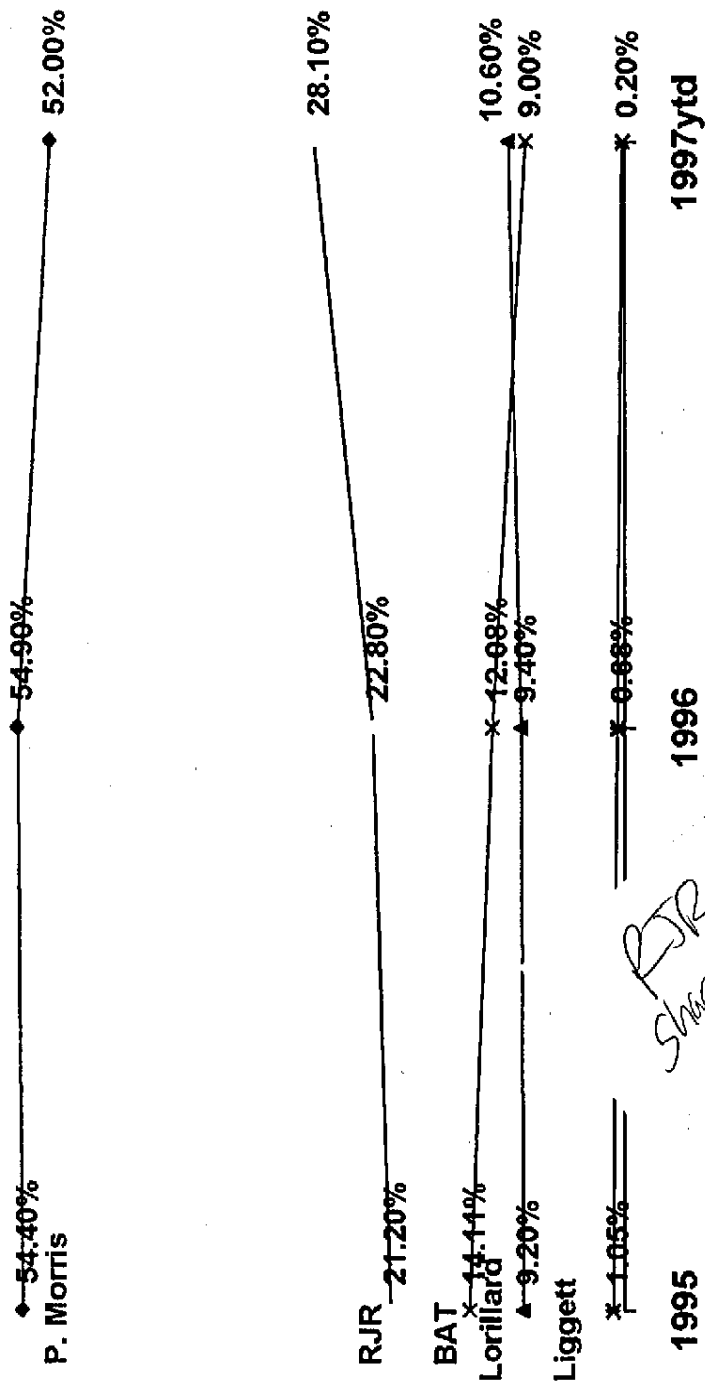
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Amerada Hess Corporation
Price Segment Comparison
1997 YTD



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Hess Mart Manufacturer Share Performance 1995 through 1997 YTD

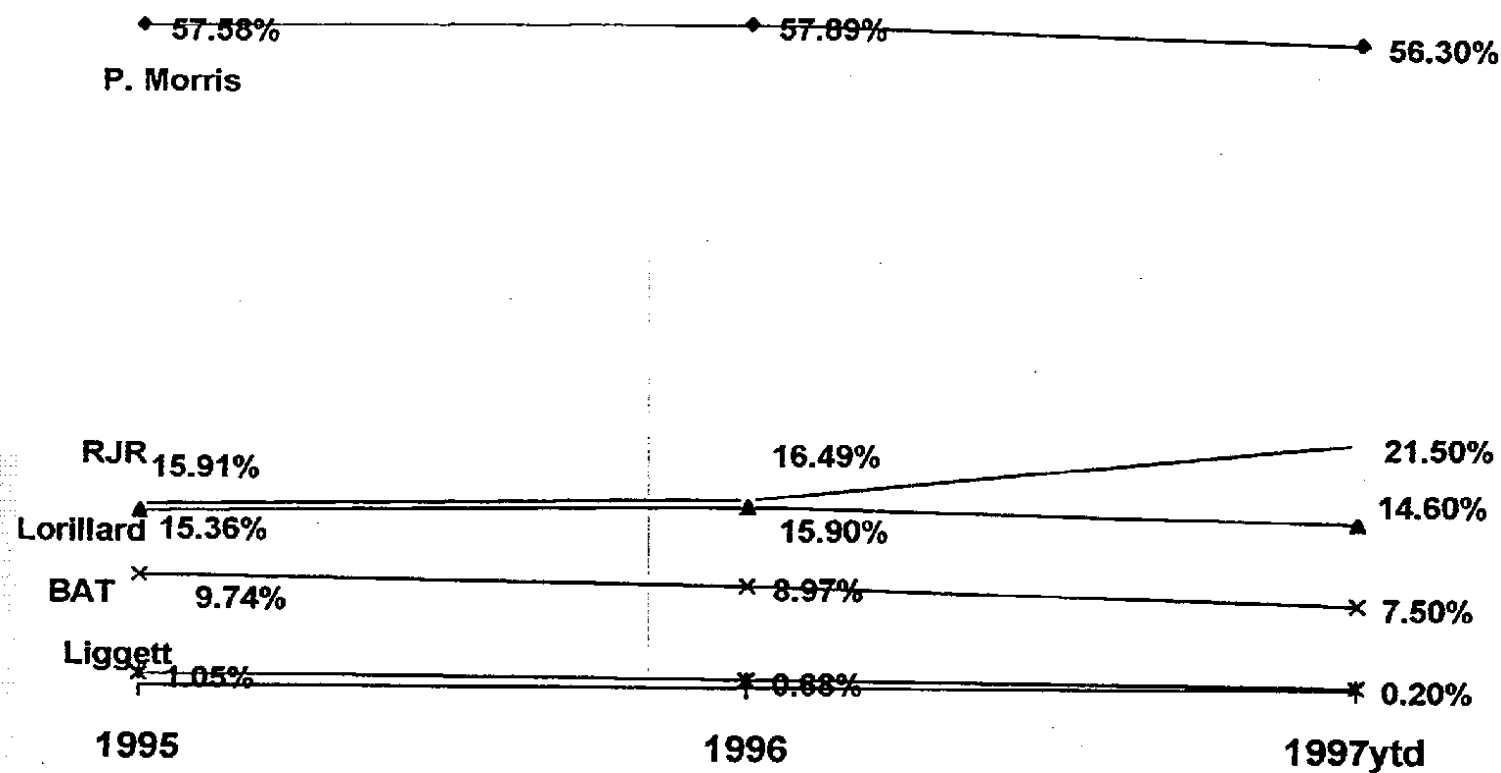


RJR
Share of
market

502

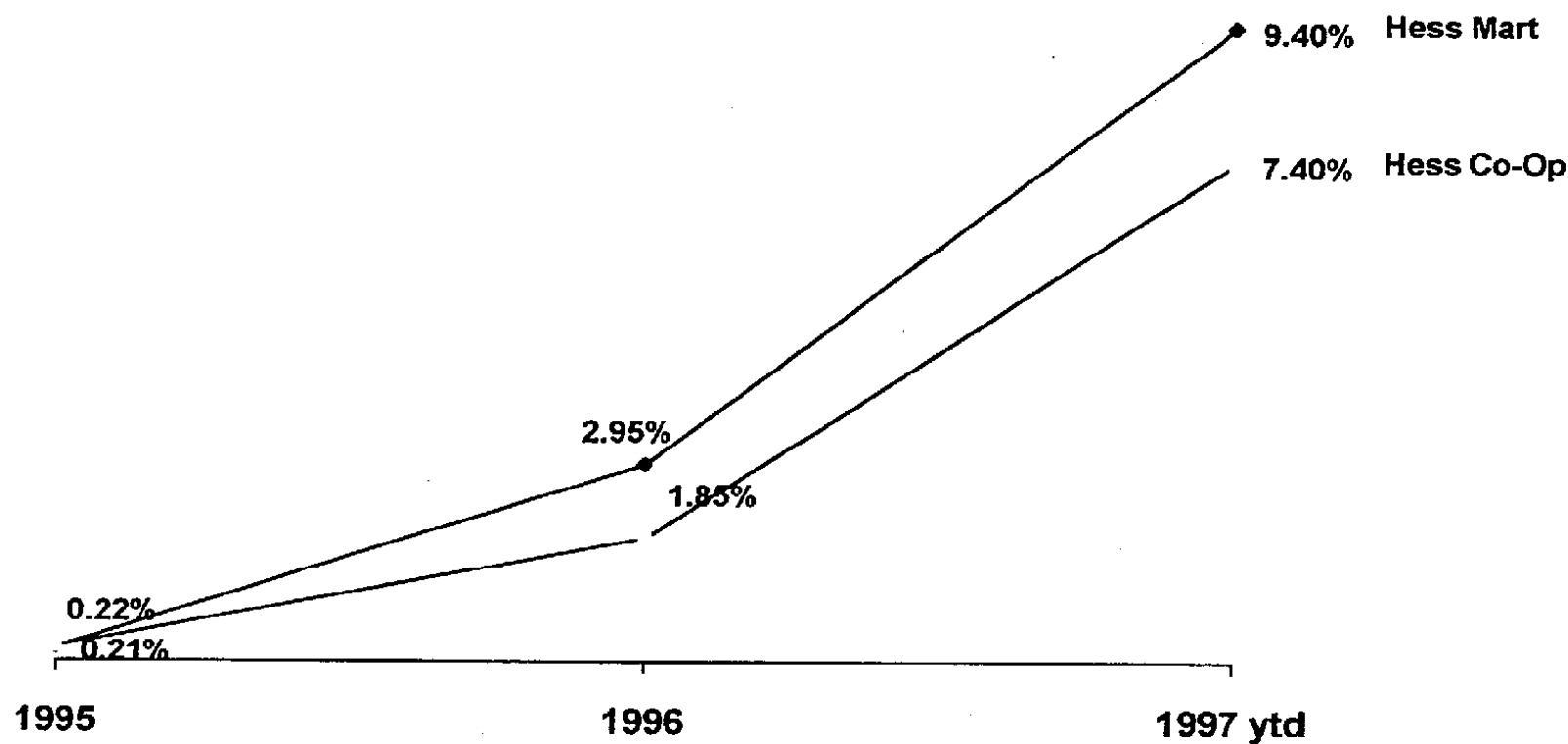
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Hess Co-Op Manufacturer Share Performance 1995 through 1997 YTD



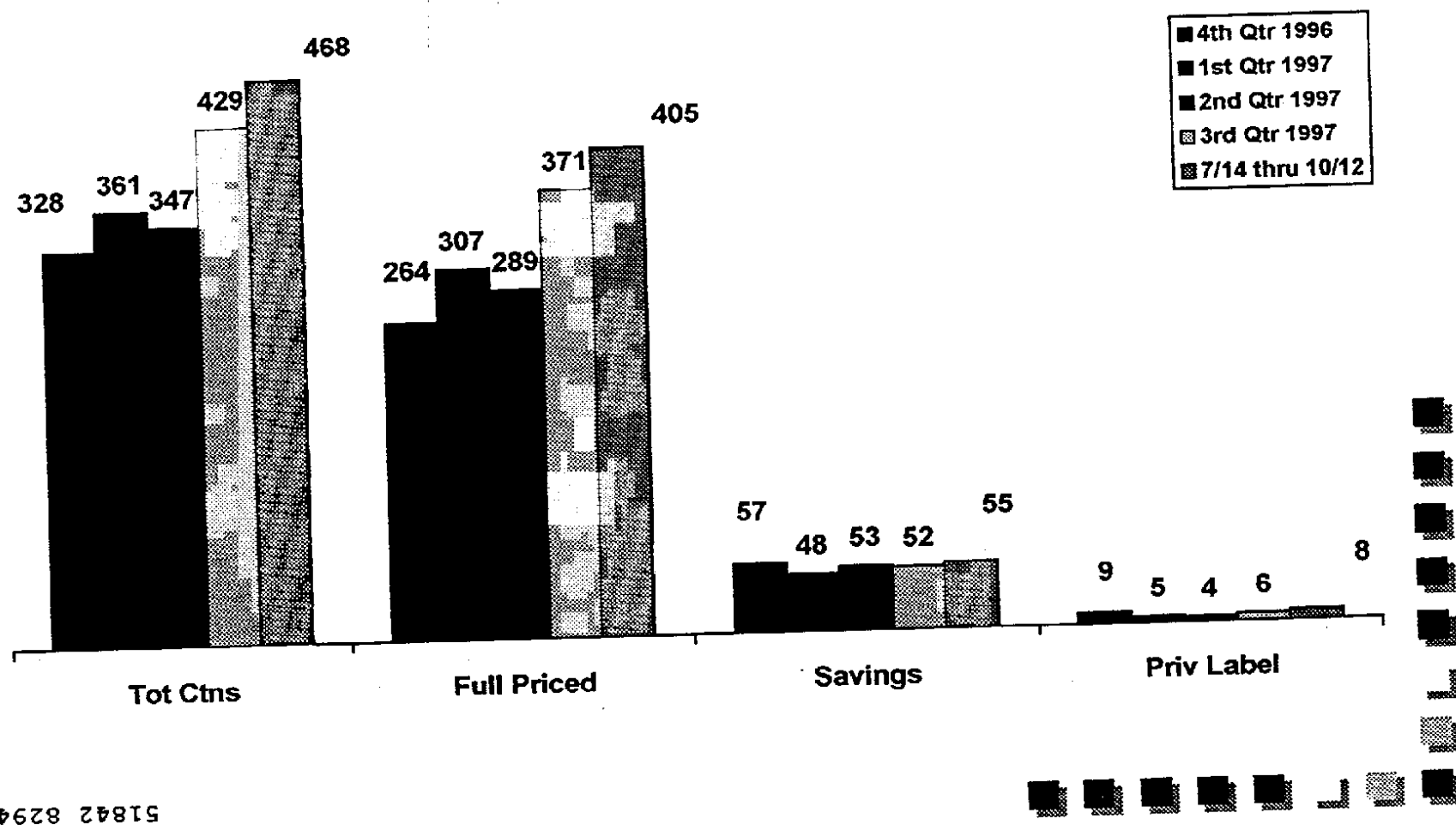
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Amerada Hess Corporation
RJR Private Label Share Performance
1995 through 1997 Year to Date

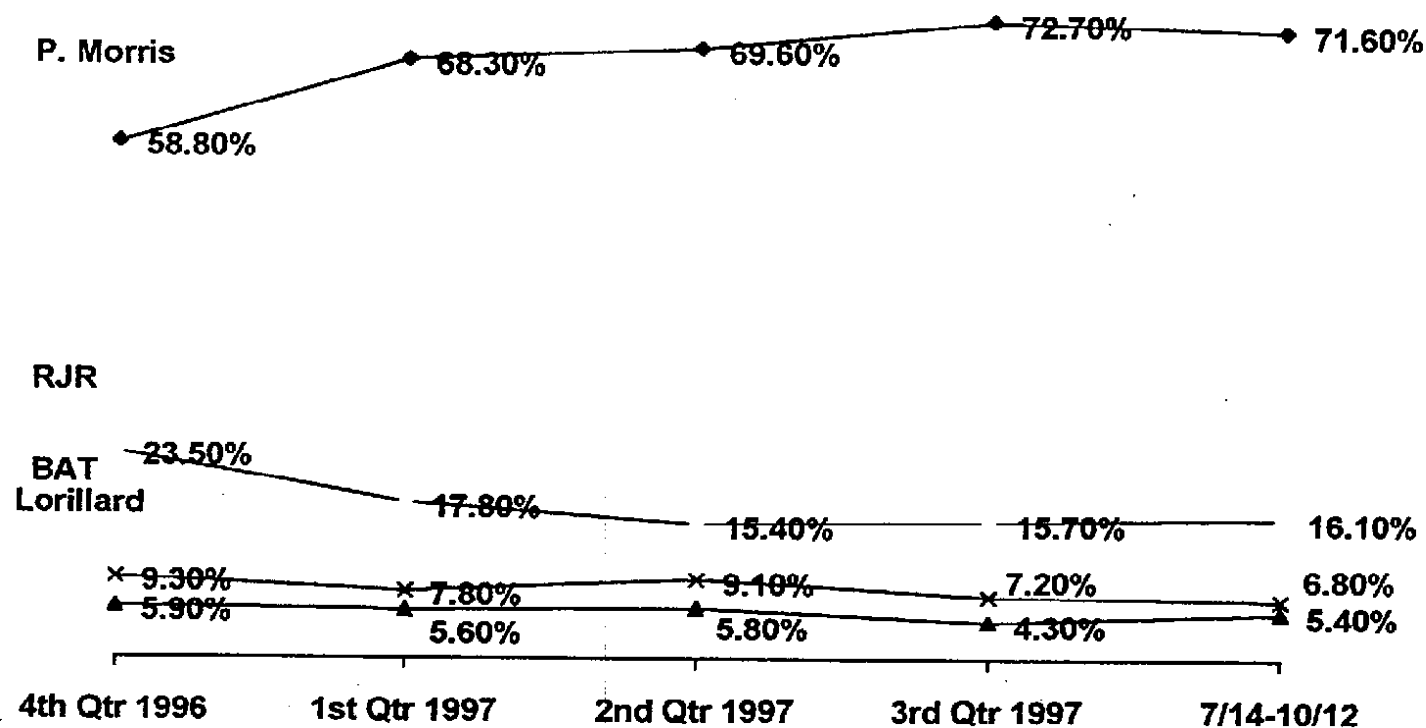


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Pick Kwik
Volume Performance (cartons)
4th Quarter 1996- 3rd Quarter 1997



Pick Kwik
 Manufacturer Share Performance
 4th Quarter 1996 through 3rd Quarter 1997



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